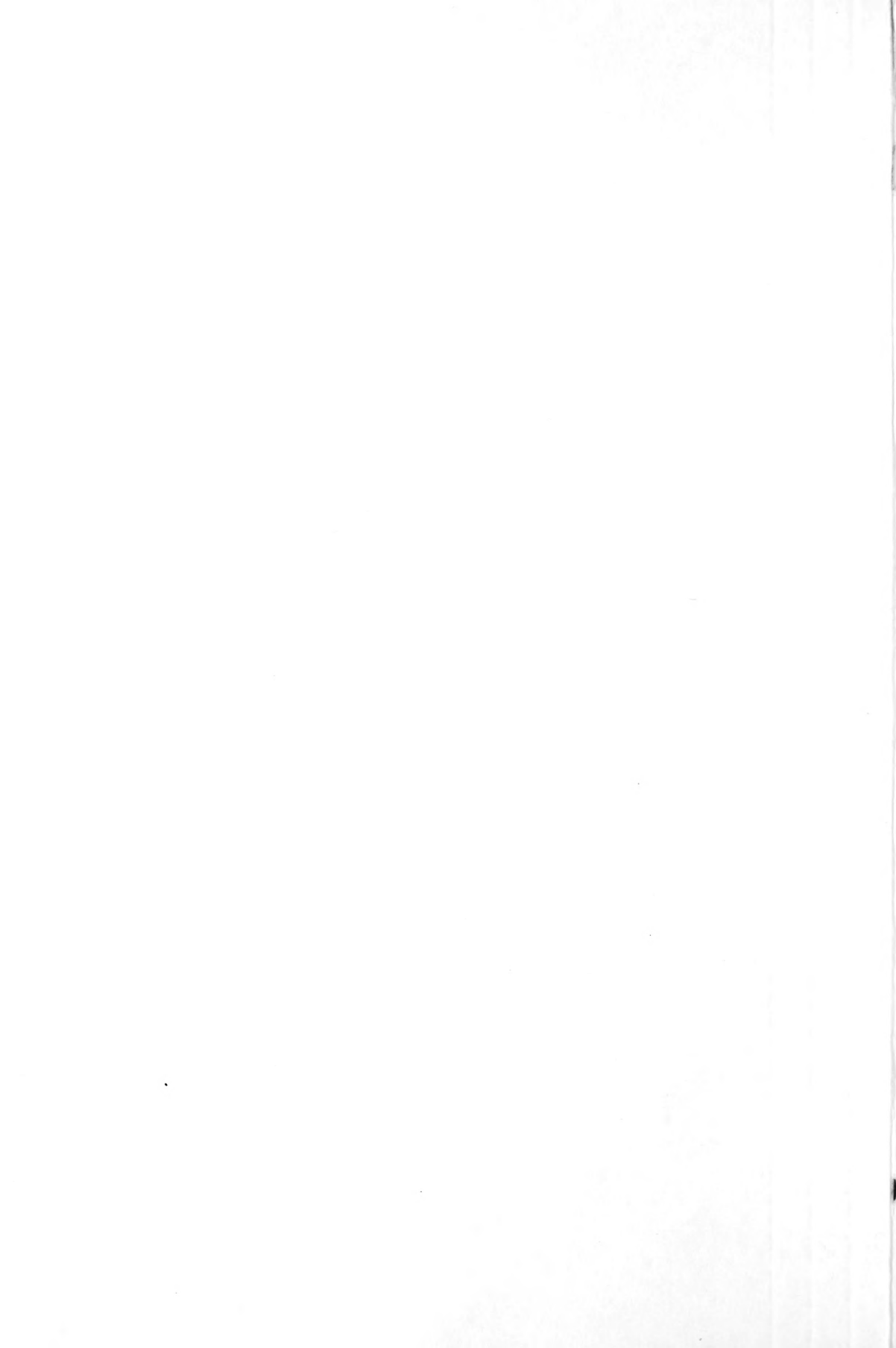


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Rideout Avocado Nurseries



Rideout Heights

Whittier, Cal.

Phone 4971

THE AVOCADO

The avocado is a fruit, it grows on trees, it is sometimes called the alligator pear. It is also known as the salad fruit. It is very palatable and nutritious. It has a high percentage of oil and protein content. It is higher in food value than milk, beef, eggs, butter and many other staple articles of diet.

The native home of the avocado is in the tropics, but it does equally as well, if not better, here in California, the home of its adoption. Southern California is the most congenial spot in the world for the culture of this wonderful fruit. Whittier and surrounding territory have been proven to be the best part of Southern California as the humidity in the air makes the trees set heavy crops every year.

In the tropics the avocado has numerous pests but here we are comparatively free from such. Bill Nye once said: "Bananas will grow in Southern California but they don't like to," and I say: "scale will live on avocado trees but they don't like to." Where can the tropics produce any finer specimens of trees than the Challenge, Chappello, Ganter and Northrup?

Our industry is now upon a sound footing as the public in general has discarded the undesirable sorts. Here are eight of the very best varieties and are arranged in the order of their commercial value:

The Lyon, Dickey A, Prince, Fuerte, Spinks, Puebla, Dickinson and Ganter.

I will give a short description of each: The Lyon stands head and shoulders above them all, approached by few and equally by none. The popularity of the Lyon has increased recently by leaps and bounds. It has become the prejudices of most all of its former enemies. It has proven its worth by bearing four heavy consecutive crops which every other sort took a couple of years to rest up.

The Lyon has had many enemies, most of whom had other budwood for sale of the Fuerte, Spinks, Dickinson, Puebla, Linda Queen, and other sorts and should the Lyon come into prominence, this revenue would be almost cut off altogether.

The Lyon cut off about half of the revenue this season as it was and will cut off eighty per cent next season, judging from present indications. As the number of trees to be budded this season has been conservatively estimated at one hundred thousand, at least forty thousand and possibly over fifty thousand will be budded to the Lyon, as near as I can calculate.

I am budding eight thousand to the Lyon and another large nurseryman is budding the same amount. A Pasadena nurseryman has budded three thousand Lyon and only five hundred Fuerte and no Sharpless. Another small nurseryman budded four hundred Lyon and fifty Fuerte. Another party has only four hundred trees and all of them are going to be budded to the Lyon.

The San Joaquin Fruit Company of Tustin, contracted four thousand Lyon buds and are putting them in as fast as their stock will permit. This season thousands of seeds and little trees were planted out in orchard from ten to twelve feet apart each way. Now they are being budded to the Lyon. Next season you will see Lyon orchards springing up all over the Southland.

I see it coming and nothing short of a calamity can stay or stop the onward rush of this mighty peaceful Lyon.

Above and through all manner of just and unjust opposition, the Lyon has surged forward and is now demanding and receiving more attention than any or all other animals combined.

"There's a reason."

I tell you that the Lyon had to have many sterling qualities and a constitution of iron to survive.

In May, 1920, the Variety Committee of the Avocado Association recommended that the Lyon be dropped from the list. And it was. This year again they hit the poor fellow another body blow below the belt and supposed it would be the final "knock out" blow. But this old feline absolutely refused to take the count, and is now parading the circus grounds all covered with medals of honor to the consternation and chagrin of all of its former enemies.

The Spinks has gained in favor and also the Puebla, partly on account of their own merit and partly because the Fuerte was falling off and losing votes at every count.

Several reasons and conditions are responsible for placing the Lyon again upon the throne. Here are the two greatest:

The wonderful ability of the Lyon to produce four consecutive heavy crops under adverse conditions and the failure of other standard sorts to set much fruit at all last season and comparatively none at all this season, particularly noticeable in the Fuerte.

Now another reason is that I never left a stone unturned to show the value of the Lyon to the eager populace.

I have had to fight many times my weight in wild cats, but with the help of the old trusty Lyon, (Thank God!) I won out.

Now these forty, fifty or more thousands of trees will produce millions of pounds of fruit and bring millions of dollars for the benefit of the poor people.

The Lyon was thrown off the list on account of two alleged infirmities.

A few fruit shriveled up on a very few trees, nothing general but only on a few local trees. This I contended was a condition and not a disease and I proved it to be such this season.

Two fruits shriveled on one of my Lyon trees, so much so that I took my thumb and pressed the shell up against the seed. The pulp in the lower half of the fruit had deteriorated to that extent.

I withheld all irrigation water and these fruits plumped up again and made normal fruit, as reported by Prof. Chase, who analyzed them. Normal, but the seed was down to one side, having fallen when the lower end was soft and deteriorated. And as this condition of shriveling was quite prevalent this season in most all varieties and quite pronounced in some, I feel that the Lyon has been relieved from that charge placed particularly against him.

May I ask, "Why was there no mention of this shriveling in general, made by the committeemen who heard Mr. Barrett's report to this effect?" If for no other reason they should have mentioned it and absolve the Lyon from this particular guilt they fastened solely upon him.

The Parent Tree a Perfect Tree

You read about some fruit shriveling upon the parent tree. I do not believe it. I had the budwood there for several years and Mr. Mather owned the tree thereafter and if there had been any shriveled fruit, he or I would surely have known it.

Now the Fuerte does not have any shriveled fruit but has a weakness much more dangerous.

The Fuertes lose a large percentage of their crop every season by the setting of the little worthless non-pollenized fruits. In some cases trees lose over fifty per cent and set these worthless fruits whether the tree has a light crop or a heavy one, and yet no mention of this loss in the year book, which is ten times greater, in the Fuerte, than the shriveling loss was in the Lyon.

I have found a cure for the Lyon ails but none has yet been found for the Fuerte.

Again you read in the year book where a certain Avocado grower at Yorba Linda, girdled his Taft trees to make them set fruit but never a mention of him girdling his drone Fuerte trees for the same reason. Now, I contend that this variety discrimination is unjust, it throws discredit upon the committee, it is not conducive to healthy growth of the Association, and it is simply criminal against the trusting public.

Neither has the great fault of the Sharpless even been mentioned.

The Sharpless is a failure, an absolute frost, a curse instead of a blessing to humanity.

Take the average Sharpless nursery tree. When set in orchard form, is willowy and droopy in habit and will not bring its owner in one cent returns under six or seven, or even eight years.

In this day and age it is nothing short of a crime against humanity to advocate such.

The public is sick and disgusted at the very mention of the Sharpless name.

There was a negro from the southern states, who went before the Judge and said, "Yo Honor, I want a divorce from my wife."

"What grounds do you expect to take?" asked the judge.

"Well, yo see it is this way, yo Honor. My wife is continually asking for money, money, money all the time, yes, asking for money, money all the time."

"Well!" interrupted the judge, "How long have you been married?"

"Seven years, yo Honor."

"Well, in that time how much money have you given your wife?"

"Not any at all, yo Honor, but she is continually asking for money, money all the time?"

Now as this woman was granted the decree, I feel that we have just as much right to ask that we, the implicit, unsuspecting public, be granted a divorce from the Sharpless.

Now, if the committee, or rather the Association, will instigate and secure the testimony of the owners of Sharpless trees all over the Southland and finds that the concensus of opinion will not uphold me in my contentions, I will pay double the price of the investigation. Is this not a fair proposition?

I have an apology to offer to you, my readers. I forgot my early training in speaking so disrespectfully of the Sharpless. My parents taught me always to reverence the dead.

Between the time of the convention in May, 1920, and the one of 1921, the committeemen saw scores of perfect Lyon trees loaded down with hundreds of perfect fruit. (This was the third consecutive season these Lyon trees were full of fruit.)

They also saw the wonderful record of the Lyon when the official analysis of Prof. Chase was given, in which the Lyon took first prize, in protein in a walk, and almost captured first prize in fat content, being beaten by only one, the Fuerte, and that less than four per cent. While the Lyon had more than twice as much protein as the Fuerte and almost twice as much as any other sorts. Lyon protein, 4.37; next highest, Spinks, 2.25, and Fuerte, 2.10. The Lyon lacked 4% of being as high in protein as the Sharpless; Dickinson and Taft combined.

Here is the Fuerte and Lyon in comparison of their relative food value with the Lyon far in the lead.

Lyon fat 26.89%, protein 4.37%; Fuerte fat 29.93%, protein 2.10%.

Now with this wonderful record of the Lyon before them the committeemen should have given it at least one little word of worthy mention.

The committee failed to see any value in the Lyon whatsoever but the populace are seeing it, and are discarding their recommended sorts. From one to possibly fifty thousand Lyon buds, bespeak of a glorious entry of the Lyon once more into the hearts of its countrymen.

You are wondering the why of all this commotion.

Simply this:

The Lyon will produce several times the number of pounds of fruit per acre than any other sort.

That is all there is to it and the public can now readily see this fact. This sickly allegory of the sickly Lyon is now ancient history.

They belonged to the curly root age and no animal could hunt properly with a dozen knots tied in his tail.

Well, say some, but the Lyon will bear itself to death. Now candidly is not that a contemptible excuse? If it should, would it be your fault or the fault of the tree? If you would put fifty sacks of grain upon your blooded horse, after the funeral would you say that particular breed of horse was weakly?

All of these sickly Lyon trees you hear so much about I could easily convert into antique furniture for one bungalow.

The Lyon of the curly root age could do nothing but set down and brood over his affliction, but the Lyon of today, certainly brings home the bacon. I can show you Lyon trees loaded with fruit any month in the year, trees even in the nursery rows loaded with fruit.

Can show you trees with from one hundred to three hundred fruits thereon, and none covering more than seven feet square.

Where is there any other tree under the sun which will do such a wonderful stunt?

The Lyon's greatest asset is the small space it requires to produce its crop. The Lyon trees, with safety can be planted ten feet apart each way in orchard form or 435 per acre.

The Intrepid Lyon

The Lyon grows in a very small space. The tree grows upright and bears all the way up. It is a beautiful tree and healthy. The fruits are large, fine in texture and flavor, richest of any and a good shipper. Ripens in January, February and March, in colder sections in April and May.

The Spinks, Puebla, Dickinson and Ganter

The Spinks: The Spinks is steadily gaining in favor. It has one fault as a comical guy expressed it, "Why", says he, "The seed is larger than the fruit."

The Puebla: I begin to think more of the Puebla all the time, although it will not set fruit under adverse conditions. December and January are fine months for high prices.

The Dickinson: The populace is equally divided with praise and censure for the Dickinson. Father Time will remedy this dispute.

The Dickey A: Medium size fruit, smallest seed and a flavor which has now become the standard of flavors.

In a few seasons all fruits to be standard fruits must have a flavor like and comparable to the Dickey A. Remember what I say about the Dickey A. Only one other sort known has the identical flavor. This is the No. 15 which Mr. Stephens and I introduced from Mexico. This tree is a long time coming into bearing and a shy bearer, but the flavor is ideal while the fruit is ill-shaped. The ripening time of the Dickey A is February to May inclusive. It will not hold its fruits longer than May.

Now I have found another estimable variety. This is the most valuable find in avocadom that has been brought about in the last ten years.

The name of this fruit is the Prince.

The Prince: It is the only large hardshell fruit which ripens in October, November and December. Fruit is large, extra fine flavor, very small seed and a good shipper. Trees will be delivered in the order in which they are sold.

The Knight introductions have aspired to a seat upon the first list, but they cannot qualify, and the ungainly rough appearance of the queen disqualifies it. We could probably make washboards out of its peelings.

The Linda: A novelty variety but of no commercial importance. It is too large. A tree can produce only about so many pounds of fruit whether they are done up in one- or three-pound packages, and a hundred one-pound packages would sell at one dollar each, where one three-pound package would sell for three dollars. Some contend that when the trees bear heavily the fruit will come down to a possible two pounds, but this logic I fail to appreciate. Suppose it does, you may have fruit for sale when it bears heavily and cow pumpkins when it bears sparsely. If the bowling alleys were now in favor and the football season came in the summer, I might say plant Linda.

The Knight: It can never soar very high, being handicapped by the name it bears.

Every acre of warm land in Southern California could be doubled in price in two years and quadrupled in five years with but little outlay.

I am a nurseryman and yet I say to you: plant your own seed and raise our own orchard.]

I have a little pamphlet entitled, "A Few Practical Suggestions on Avocado Culture," write for this, it is free. Therein you will find information about making a seed bed and many other helpful hints. It will save you a lot of trouble and expense.

Now to start your orchard either plant the seed in the orchard where you want the trees to be permanently or plant the seed now in a seedbed and transplant to the orchard the little trees produced therefrom, in the spring months.

Plant the seed ten feet apart each way in orchard form. You can secure the seed for five cents each, the Lyon buds will cost you five cents and I will show you, or rather teach you or any one else how to bud your own trees successfully. I will gladly do all this free of any charge whatsoever.

By so doing you can raise an orchard with but little expense.

Now to you people who have only a lot or two. Plant your back yard to seeds and later bud to the Lyon and in a very few years you can take enough money therefrom to pay our rent, interest, taxes and still have some left for Lizzie and the other movies. Write for my leaflet, Practical Suggestions.

Lyon buds are almost unobtainable in the spring and summer, so if any of you have trees to bud to the Lyon you'd better bud them now or secure the buds later and hold them over until spring.

Anyone who wishes to know how to set more fruit upon Avocado trees, solely by the manipulation of irrigating water at the time of the setting of the fruit, can get this information free by simply dropping me a line.

Now here is a table which can be cut in half and then will outshine the fame of any Klondike.

With Lyon trees 10x10 feet apart or 435 per acre would produce at 25c per fruit this amount of revenue per acre:

12	fruits	per	tree	@	25c	each	\$	1,305
50	"	"	"	"	"	"	"	5,437
100	"	"	"	"	"	"	"	10,875
200	"	"	"	"	"	"	"	21,750

Our land can be increased from two, three or five thousand dollars to twenty, thirty and even fifty thousand dollars per acre by planting the Lyon.

When 10 acres of Lyon trees produce on the average of two hundred and thirty fruit per tree at 25c per fruit this one crop would sell for more than a quarter of a million dollars.

So I say, there are millions of dollars under every thermal ten acres of Southern California and it can readily be extracted by the Lyon process.

It bears fruits under adverse weather conditions.

The Lyon is the greatest plant creation God ever made, and it certainly is the Poor Man's friend.

One glance at picture on cover page will convince any one of the truth of this statement. This little Lyon tree, three years of age and only nine feet high, bearing 57 large fruits. The crops on one acre like this would be worth over five thousand dollars at the small price of 25 cents per fruit.

I will give you Mrs. Rideout's recipe of avocado salad and I know you will like it. You will never tire of this:

Three-quarter pound of sliced avocado, equal amount of sliced tomato, one-half cup cream, one teaspoonful vinegar, 1 teaspoonful of sugar. Salt and pepper to season.

I keep all standard varieties for sale but specialize upon the Lyon, Dickey A., and the Prince. I have full control of the budwood of the Prince, having tied it up for three years.

Write for leaflet entitled: "Practical Suggestions on Avocado Culture, absolutely free.

No business whatsoever transacted on Sunday.

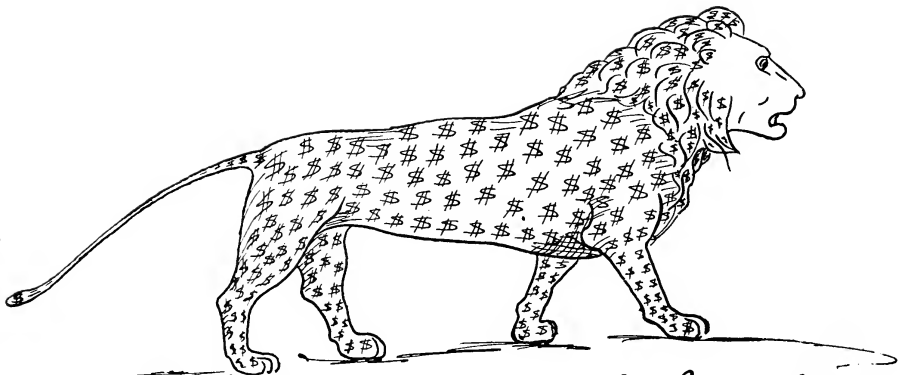
Come week days and I will show you the most wonderful sights ever seen in horticulture. The Lyon now is all the rage.

A. R. RIDEOUT,

Rideout Heights
Phone 4971.

Whittier, California.

*My money trees were not injured
at all during the recent freeze.*



There's money in the Lyon!